Slow pay eases with economy

By CHRISTY MARSHALL

NEW YORK—The perennial by-product of a troubled economy—slow-paying clients—appears to be on the decline. As NH&S/USA exec vp-chief financial officer Ed Haymes noted, slow pay is "usually a function of interest rates," which are down.

"When interest rates were very high earlier this year, there were times when certain clients were slow," he said. "That required more monitoring than usual. But we have found just about all of our clients pay pretty much within our terms. And we do spend a lot of effort to make sure we are paid within a reasonable time." As a result, Mr. Haymes said, slow pay is "not a problem whatsoever" at this time.

At Benton & Bowles, president John Bowen also said his agency has no problem with slow pay, but he attributes this to the "blue-chip-ness" of the agency's client roster. Doyle Dane Bernbach and BBDO both said they, too, are currently free from worry about clients who might seek to hold on to their cash while agency bills go unpaid for 30, 45, even 60 days or more. At SSC&B, vp-treasurer William Overlock said there hasn't been any significant slowdown in payments.

Some agencies have had real problems with slow payers in the past. One of these, J. Walter

(Continued on Page 86)

That's using your head

Head & Chest cold remedy joins Head & Shoulders shampoo in Procter & Gamble's product stable. The new item, now in its introductory phase (AA, May 24), is from Norwich-Eaton Pharmaceuticals acquired by P&G. Tv and print supports, via Henderson Advertising.

Wensberg exit raises doubts on Polaroid

By GAY JERVEY

Once again, Polaroid Corp. has lost one of its best and brightest.

Peter Wensberg, a 24-year Polaroid veteran, resigned to join Atari Inc., the videogame/home computer marketer that very recently snared Theodore Voss from Polaroid. Mr. Wensberg had risen to become Polaroid's No. 3 man, premier marketing executive and dark-horse candidate for the presidency of the company when William McCune retires.

Mr. Voss and Mr. Wensberg are the last in a line of top Polaroid brass—largely viewed as the company's most aggressive and savvy—who have left the company in recent years. As such, analysts see this as a final, damaging defection.

Analysts, by now accustomed to unsettling news from Cambridge, Mass., viewed this latest defection as one more indication that Polaroid is struggling to find a focus, and will not soon maneuver its much-needed turnaround.

Industry watchers are unanimous: Mr. Wensberg's loss will be felt, particularly in the marketing area. He had just finalized plans to shift Polaroid's 1983 ad strategy subtly by running a generic campaign—this time, without long-standing Jim Garner and Mariette Hartley—to promote the emotional benefits of instant photography. "We want to get back to stuff we used to do in the 1970s," he said just last week from his Polaroid office, "to make more of a statement about what instant photography really means."

Mr. Wensberg joined Polaroid in 1958, rose through the advertising and marketing ranks and, in 1980, became exec vp-director of industrial and technical photography, the area seen as Polaroid's most promising growth area. Last summer, he assumed the worldwide marketing responsibilities vacated when Mr. Voss left to become vp-advertising at Atari.

Earlier this year, Richard Young, Mr. Voss' immediate predecessor as vp-worldwide marketing, and considered by many to have been the choice as Polaroid's next president, took early retirement to benefit from the company's generous plan. Shortly thereafter, Murray Swindell, a 20-year veteran and vp-North American marketing under Mr. Young, similarly left—with almost two year's pay, plus a pension—despite reportedly being offered a promotion and higher responsibilities.

Mr. Wensberg will now become president of an apparently top-secret new division at Atari. It goes by the code name, "Project Falcon," will market an electronics line and is touted as the next major Atari earnings leg.

Several sources close to Atari believe that Mr. Voss will be gestating not one product, but rather a combination of cable/home computer terminals, publishing operations and tie-ins with other data bases, such as major newspapers.

Mr. Wensberg said that Atari is anxious for him to start, so he should be there within two weeks. "I am leaving Polaroid with many fond memories," he said.

Sources believe the financial lure was a powerful one; several suggest that his new post could earn him about $500,000 a year. There are also murmurs that differences between Mr. Wensberg and I.M. Booth, now regarded as the favorite for the presidency, probably made leaving less painful.

No doubt, the fact that Mr. Wensberg and Mr. Voss had been friends for years figured in the move. It was, in fact, Mr. Wensberg who hired Mr. Voss for his first Polaroid job over 17 years ago. The two continued to work in tandem and worked closely with Polaroid agency Doyle Dane Bernbach.

At any rate, analysts have greeted this latest news with what has become a sadly perfunctory, bemused shrug. "I must say I have never seen a company with so much top, top management turnover in so little time," said Smith Barney's Peter Enderlin.

Or, as another put it: "Just when you think you've heard it all from them, something else happens."#

highlights

Monday, October 25, 1982

Watch makers are turning to celebrities in their gift-oriented Christmas campaigns. *See Page 10.*

The Mexican National Tourist Bureau is launching a vigorous campaign to convince Americans that vacations in Mexico now are cheaper than they were a year ago. *See Page 12.*

The hairspray market appears to be growing nicely as Gillette gets ready to break introductory advertising for its Silkience conditioning hairspray. *See Page 14.*

Companies marketing products that reverse some negative effects of alcohol will comply with FDA demand for claim substantiations. *See Page 20.*

Orit Corp.'s Gitano division is introducing a proportionately-sized line of women's denim and corduroy jeans labeled P.S. Gitano. *See Page 22.*

TP&A Cosmetics, targeting young males in the traditionally young-female toiletries field, is expanding its skin and haircare line. *See Page 22.*

Hoping to attract many of the homes that have been receiving the soon-to-disappear CBS Cable, Hearst/ABCVideo Services plans to combine schedules of Daytime and ARTS. *See Page 24.*

While Ogilvy & Mather in Houston will post a record year in 1982, Wells, Rich, Greene has called it quits after 3½ years in Texas. What did they do differently? *See Page 26.*

The marketing team that gave us Perrier is planning to introduce a low-price Italian Bollini chardonnay into the U.S. white-wine market. *See Page 45.*

The Yankee Group, a Boston-based think tank, predicts that video shopping arcades may appear in retail locations by 1983. *See Page 48.*

Magazine revenues rose 6.7% through the first nine months of 1982, according to Publishers Information Bureau figures, though ad pages fell 1.1%. *See Page 68.*

Cover illustration by Raymond Smith.

CORPORATE CLOSEUP

After surviving nearly a decade of red ink, Scripto Inc. has come back to life via its entry into the erasable pen market, and now is aiming to become a multi-faceted consumer products company. *See Page 4.*

VIDEOTECH

The three commercial networks are betting more than $30 million in first-year start-up costs that there are viewers, advertisers and profits to be had in late-night newscasts. *See Page 52.*

Set to produce Showtime's pay tv cable revival of "The Paper Chase" are two former advertising agency principals who sold their agency when the recession began hurting. *See Page 54.*

The self-help craze has propelled such books to the top of best-seller lists and has made call-in therapy shows a radio staple. Now tv is serving as shrink to the world. See Page 58.

INTERNATIONAL

A new consumer phenomenon—the career woman—is springing up in Japan, and marketers are starting to cater to her. *See Page 30.*

Otsuka Pharmaceutical is bringing Japan's leading health drink to the U.S. *See Page 30.*

The comeback of Team/BBDO, although slowed by the severity of the German recession that has hit everyone, has occurred faster than many onlookers predicted. *See Page 34.*

MAGAZINE

Animation in advertising has an uncertain future, as the Walt Disney-type animated character may become a thing of the past. *See Page M-4.*

Magazines: The last decade has been an era of the rise of specialized magazines serving the special interests of their readers. *See Page M-9.*

Exclusive study by management consultant Allan Cox shows corporate executives "isolated" from society. *See Page M-62.*

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DeLorean still owes ad shops

By GAY JERVEY

NEW YORK—Although it is hardly its biggest worry at the moment, DeLorean Motor Co. has yet to finalize payments to its former ad agency, Avrett, Free & Fischer (now Avrett, Free & Ginsberg), and, reportedly, to its media buying service, Time Buying Services, which bought and paid for several DeLorean print ads. The latter refused repeated attempts for confirmation.

This fact surfaced last week along with news of auto entrepreneur John Z. DeLorean's arrest on drug charges, apparently a desperate attempt to salvage his company and the dream that ultimately proved so self-destructive.

Last March, ADVERTISING AGE learned that DeLorean owed $500,000-plus to Time Buying Services, which bought and paid for several DeLorean print ads that were created by Avrett (AA, March 22).

Also at that time, Jim O'Halloran, president of O'Halloran Advertising, Wilton, Conn., said he was out $40,000 for DMC Yellow Page dealer ads he placed some time ago.

Today, Mr. O'Halloran concedes he has not seen a cent, and thus

(Continued on Page 86)

Dobyns-helmed show to challenge '60 Minutes'

NBC sets news mag...

By DIANE MERMIGAS

Lloyd Dobyns, whose often sardonic and irreverent approach to news set the pace for NBC's "Weekend" in the 1970s, will be the sole host of a new one-hour prime time news magazine the network plans to premiere the first week in February.

"What we'll be looking for is a 'Weekend' type format and, because of that, we think Dobyns is the best one for the job," said NBC News president Reuven Frank.

Mr. Frank has requested that NBC free Sundays at 7 p.m. (ET) for the new show, which would put it opposite CBS' popular "60 Minutes." The time slot is "protected" by federal regulation to include only news, public affairs, informational or children's programing.

NBC program chief Brandon Tartikoff said the ratings performance of "Voyagers!" (currently in that slot) will determine if the new show will be scheduled on Sunday.

"If 'Voyagers!' is getting a 24 share, I think we'd have to look into our souls and ask if we really want to make a change there, since most anything we or ABC put in that time slot seldom performs as well. But I'm not averse to having another news magazine air on Sunday," Mr. Tartikoff said.

Mr. Dobyns will leave his job as

(Continued on Page 84)

...and wins with World Series

The World Series gave NBC-TV a brief taste of glory, catapulting the struggling third-place network to the top of the prime time ratings in the third week of the new season, ending Oct. 17.

NBC averaged a 20.4 rating and a 32.2% share of the national tv audience for the week. CBS averaged a 17.3 rating and 27 share over ABC's 15.6 rating and 24.7 share. Season to date, CBS has averaged a 17.9 rating, ABC a 17 rating and NBC a 16.7 rating in prime time.

The second game of the World Series, played Oct. 13, was the top-rated prime time show of the week, attracting a 29.1 rating and 45 share of the available viewers. The third World Series game, Oct. 15, placed second, with a 25 rating and a 41 share, followed by the first game Oct. 12, which attracted a 27.9 rating and a 32 share. Although the fifth game (Oct. 17) attracted a 55% share, A.C. Nielsen Co. did not include it in its weekly reports since only the final hour spilled over into prime time.

The Oct. 19 sixth game garnered a 24 rating and a 44 share, and the final World Series game—in which the Anheuser-Busch Cos.-owned St. Louis Cardinals emerged victorious—on Oct. 20 attracted a 38.2 rating and a 56 share, or 31.8 million tv households.

CBS' Oct. 11 telecast of "The Country Music Awards" was the only other special programing that placed in Nielsen's Top 10 for the

(Continued on Page 84)

Kodak awareness soars on its disc

By JOSEPH M. WINSKI

Apparently still benefiting from a heavy introductory campaign for the disc camera, Kodak advertising climbed substantially in consumer awareness last month.

Of a random sample of 1,260 adults questioned in September, 358—or 28.4%—said Kodak advertising was the first that came to mind among all advertising for cameras and related products. Sixty-three of the 358 specifically named "Kodak disc" advertising.

adWatch

Kodak's September score was up 9.3 percentage points from August and the largest monthly gain of any advertiser mentioned in the first six months of adWatch, a survey of consumer awareness of advertising conducted by Advertising Age and SRI Research Center Inc. of Lincoln, Neb.

Awareness changes of more than 2.7 points are considered statistically significant.

Kodak, whose advertising is handled by J. Walter Thompson USA, has been No. 1 in awareness in its industry for each month, but its September performance boosted its margin over No. 2 Canon to 15 percentage points, the most ever. Canon's awareness score rose to 13.4% in September, from 11.8% in August. No. 3 Polaroid's advertising was mentioned by 5.4% of the respondents, down slightly from August.

In another significant increase last month, McDonald's reversed two straight months of substantial declines with a 5.6 point rise in awareness. McDonald's advertising was named as that first coming to

(Continued on Page 68)

world news roundup

Ottawa—Burger King last week was ordered by Canada's Dept. of Consumer Affairs to substantiate comparison claims between the chain's Whopper and McDonald's Big Mac before the J. Walter Thompson USA commercials are aired here. Department investigator Ron Siwicky says he does not believe Burger King's survey proves the claims, which, he added, could constitute misleading advertising.

Milan—Procter & Gamble has 30 days to withdraw Pampers advertising in Italy that compares the disposable diaper's absorbency with that of "normal" diapers. A judge here ruled that the campaign constituted unfair competition since it was unclear what a normal diaper was and because the three-second moisture test was irrelevant to the product's actual use.

Hong Kong—Readers Digest's majority-owned *Asiaweek* plans to boost its guaranteed circulation from 35,000 to 45,000 next year, still behind competitors *Time*, *Newsweek* and the *Far East Economic Review*. In the latest Asian/Pacific readership survey, *Asiaweek's* average-issue audience increased 29%, compared with 42% for the *Review*.

London—Fiat tapped Ogilvy & Mather subsidiary Davidson Pearce last week to handle its $12 million U.K. account. Fiat also appointed Kenyon & Eckhardt affiliate Butler Dennis & Garland to handle its $6 million Lancia account.

Weekly digest of D.C. news

'Post' to test its spinoff

By RICHARD L. GORDON

Washington—The *Washington Post*, which scoffs at suggestions it has "national newspaper" aspirations, said publication of a spinoff "national weekly edition" may begin as early as next February if response to a test subscription offer is favorable.

The *Post's* planned product will compete for many of the same national ad categories targeted by Gannett's daily *USA Today*—liquor, automotive, corporate—but will be just the opposite in editorial focus. Where *USA Today* boasts its nationwide coverage, the tabloid *Post National Weekly Edition* will solely cover official Washington: Government, politics, diplomacy and economics.

Where Gannett shoots for a quick climb to 800,000 readers and eventually more than 2 million, Alice Rogoff, publisher of *Weekly's* prototype issues, and special assistant to *Post* publisher Donald Graham, is targeting a fairly rarefied audience of "educated people with some sort of vocational tie to Washington politics."

But, like Gannett, the *Post* is heralding its new publication as a "history-making new venture in journalism." Whatever its historical status, its introduction fits with the growth strategy of Washington Post Co. president Richard D. Simmons.

Mr. Simmons has said he planned to seek new ways to market his company's existing information resources.

- *Post* officials noted that neither the *New York Times* nor the *Wall Street Journal* publish a weekly selection of their most important articles for selected readers.

Mr. Graham expects initial circulation of the *Weekly* to be "well under" 100,000. Miss Rogoff said she's awaiting results from a 700,000-piece, direct-mail subscription offer this month before hazarding any guesses about the publication's sales potential.

A one-year subscription is priced at $39; the newsstand price will be $1.

Unlike Gannett, which has in-

(Continued on Page 87)

"We had to get back to what Volkswagen, and. . .Volkswagen advertising, stood for," declared marketing manager John Slaven in an interview in Doyle Dane Bernbach's New York office *(see separate story, Page 88)*.

VW implements its 'heritage' strategy

By RALPH GRAY

La Jolla, Cal.—The ghost of Beetles past is being exorcised by Volkswagen of America's newest marketing exercise: Aim high.

Although VW prices are "more competitive" than last year, the company will go after upscale buyers rather than the downscale-like buyers of the erstwhile Beetle. "In an economy where car sales are dependent on financing, you just can't sell a lower-income group," said Carl H. Hahn, chairman of parent Volkswagenwerke of West Germany.

Mr. Hahn, newly named chairman, was in the U.S. to launch VW's 1983 models. VOA suffered tumbling sales in 1982, so VW is going back to basics, to its heritage (AA, July 5). The idea of a German-German car has returned. "We don't want to build the best American car. We want to build the best European car in America. That's our basic philosophy," Mr. Hahn said.

"We will immediately implement a brand management vitality for all our models," said James R. Fuller, vp of the Volkswagen division of VOA, "not just in advertising and not in product definition, but in marketing position. We will emphasize the qualities that made VW legendary and the standard of the small-car market many years ago—the character of German engineering," he said.

Mr. Fuller is counting on a hot-performing model, the GTI, which is being billed in new advertising as a "wolf in sheep's clothing." Ads stress the German origin of the Rabbit, which is built in the U.S. One tv spot says, "In Germany, the most popular high-performance car is a Volkswagen GTI."

The introductory campaign is about 60% tv, but in two months will be equal parts print and tv. VOA ad spending was $70 million to $80 million for model year '82 and will be up a bit better than inflation for '83, execs said.

"This is not just an ad campaign," Mr. Fuller said. "It is part of a strategic plan that takes into account our product-pricing path and the position of all of our products." All print ads and most tv commercials will show price, but that's incidental to a lot of squealing tires, airborne cars and other performance images.

"We have to be consistent in our new strategy and we think it will take a minimum of three years to fully accomplish our awareness goals," said Mr. Fuller. Or, as Mr. Hahn

(Continued on Page 88)

U.K. rules not stopping foreign links in cable

By HOWARD SHARMAN

LONDON—The U.K. market for cable tv, which would be thrown open to all comers if the British government accepts the recent recommendations of the Hunt Committee, still would ban U.S. and other foreign investors from a controlling interest.

But that as yet has not deterred foreign investors from getting involved in this market. "This is a very encouraging and enlightened report," said Roy Faibish, exec vp, Cablecasting Europe, a Canadian company.

The committee, set up in the summer to consider questions related to the wiring of the U.K., programs to be shown, advertising or pay tv and controls that might be needed, has come down strongly in favor of a fast and relatively unrestricted expansion of cable tv.

Among the recommendations were the following: Programing from abroad should not be restricted as it is on the existing networks; there should be no division between cable system operators and program providers; there should be no limit on the amount of advertising carried (the committee even foresaw some channels being nothing but classified ads), and franchises should be awarded for areas of up to 500,000 homes and for 10 years, with subsequent renewals being for eight years.

The only monitor on the new cable system would be a central authority to award the franchises to companies or consortia and to oversee operations of franchisees.

Despite the restrictions on foreign ownership, the report has not reduced the ardor of foreign companies to get involved in this market. Mr. Faibish says the conditions Lord Hunt has proposed for the startup of cable tv are much more encouraging and liberal than those in the U.S. and Canada in the 1960s and early '70s.

"We are looking at consortia opportunities and are considering the whole of the U.K.," Mr. Faibish says. He believes that it will take between two and three years to get a cable running past all of the homes in a franchise area of 100,000 homes, and it probably will be at least a year before a franchise authority is set up to assign franchises. This implies that it will be at least 18 months before any homes are connected to new cable systems and as much as four years before systems are in operation.

Looking at the recommendations of the Hunt Committee, Mr. Faibish believes that the British cable system will develop more like the Canadian model than the U.S. model. The Canadian system not only must carry regulations proposed by Lord Hunt, but also offer more safeguards to the national broadcaster, the Canadian Broadcasting Corp., than the U.S. system, which does not protect the networks.

"I don't think that in any cable system above 10,000 homes you should be able to get a cable franchise without offering a local channel, and it will be the Canadian model of cable broadcasting which we will be putting forward in the U.K.," Mr. Faibish says.

The role of advertising in the development of cable tv in this country is still unclear. Lord Hunt suggests that there should be no control on the amount of advertising on cable channels, and cable clearly offers a huge theoretical opportunity to advertisers.

But agency opinion here is that national advertisers will not be interested in the medium until 25% to 30% of homes are connected to cable, and that position is still a long way in the future. Mr. Faibish tends to agree with this view, saying, "Advertising will only make a marginal contribution to cable, it will not be a significant factor."

The initial growth of cable is likely to depend on consumers taking up cable's basic package and being prepared to pay extra for whatever subscription channels are offered.

Even before the report was published, companies were being formed to bid for possible franchise areas. Granada, the ITV contractor in the northwest of England, has expressed interest and says it is looking at the possibility of setting up a film channel, provisionally called Granada Home Cinema Service, which looks as though it could be modeled on the successful Home Box Office.#

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THE SERVICE MAGAZINE FOR THE NEW SPIRIT IN AMERICA.

A Rodale Press Publication

corrections & clarifications

• *Folio* 400 figures reported on P. M-60 of this issue, printed earlier, have been revised by the magazine. Total revenues in 1981 for *Better Homes and Gardens* should be $172 million, a rise of 9% over 1980. For *Sports Afield*, total revenues in 1981 amounted to $14.9 million, an increase of 13.9%. In addition, according to *Folio*, revised 1981 total revenues for Rodale Press publications show that *Prevention* grew by 6.0% and *New Shelter* by 47.3% over 1980. Rodale, however, said *Prevention's* total revenues increased 70.4% and *New Shelter's* rose 14.5% during that period. Rodale also noted that *Prevention* had total revenues of $39 million in 1981.

• A Los Angeles ordinance to drop city business tax exemptions for newspapers, radio and tv was expected to generate $2.9 million annually and would tax ad gross receipts of printed publications, radio and tv stations. The amount was reported incorrectly (AA, Oct. 18, P. 77).

Latz-Purina exits TBWA

EUSKIRCHEN, WEST GERMANY—Because Quaker Oats is acquiring the European companies of Ralston Purina, the latter's German arm, Latz-Purina, has terminated its relationship with TBWA, Frankfurt.

Quaker & Partner, into which Latz-Purina is being merged (AA, Oct. 19), will keep all its pet food business at its present shops: Foote, Cone & Belding, Frankfurt, and McCann-Erickson, Cologne.

L-M coupon insert set

DETROIT—Lincoln-Mercury will sponsor a combination consumer information pamphlet and coupon booklet in the April *Family Circle*.

Top half of the 20 pages will carry information on buying and servicing cars; coupons from various brand advertisers will be on the bottom. A sweepstakes promotion is included. SR&B/Rainbow Corp., Troy, Mich., is handling.

Johnson leaves Colgate

NEW YORK—M. Carl Johnson III has been named exec vp-marketing and sales, Campaign Communications Institute of America.

Mr. Johnson was category manager, oral products, Colgate-Palmolive Co.

Public confidence in economy grows

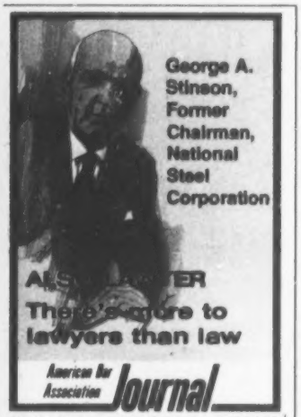
(Continued from Page 36)

pent-up buying power. As they entered the fourth quarter of 1982, Americans generally were in better financial shape than they have been for a long time. One in three (32%) reports being better off financially than a year ago, compared with only 28% during the second quarter. With inflation easing, 36% say they expect it to be easier to get by and pay bills next year—the highest proportion in more than a year. Almost half (45%) expect to be still better off next year, while 52% had more income this year than last. Looking ahead, 43% expect their income to go up in the year ahead, while only 8% expect a decline in income, with the balance expecting no change in income.

Go, no-go

So, as the last quarter of 1982 opened, retailers and manufacturers might look to the encouraging facts that consumer buying power is mounting steadily and that a sudden spontaneous urge to make major purchases is showing up across the country. If that urge really lets loose, it could shove the economy back into high gear. But there's a great difference between urge and consumption. Eight in 10 consumers continue to tell us that they are *not* planning to increase their over-all debt in the year ahead. Three in four consumers we talk with say they expect their savings will increase or remain constant in the year ahead.

The direction that sales actually will take in the final quarter of 1982 depends heavily on what marketers do to shift the existing balance between the consumers' strong urge to spend and their equally strong urge to conserve cash and defer major purchases.#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NAAN adds 3 members

New York—The National Advertising Agency Network has added three new agencies to its membership roster—Carter Advertising, Shreveport, La.; Paragon Advertising Agency, Minneapolis, and Corporate Communications Ltd., Halifax, Nova Scotia.

FLASH REPORT: Newspaper advertising investment for July

JULY 1982		DOLLARS		CHANGE	
CATEGORIES	YEAR	1982	1981	ACTUAL $ G OR L -	% G OR L
Department stores	1982	$35,423,581	$33,119,218	+2,304,363	+7.0
	1981				
Food stores	1982	16,579,734	16,613,170	−33,436	−0.2
	1981				
Radio, tv, phonographs, records	1982	7,763,137	6,430,915	+1,332,222	+20.7
	1981				
Alcoholic beverages	1982	1,529,382	1,504,256	+25,126	+1.7
	1981				
Cameras, photo supplies & services	1982	359,256	601,657	−242,402	−40.3
	1981				
Beverages: coffee and tea	1982	116,303	294,085	−177,782	−60.4
	1981				
Beverages: soft drinks, dietrinks diet	1982	252,897	294,296	−41,399	−14.1
	1981				
Soaps, cleansers & polishes	1982	175,275	170,466	+4,809	+2.8
	1981				
Cold, cough & sinus remedies	1982	0	0	0	0
	1981				
Headache remedies & sedatives	1982	8,118	0	+8,118	+ +
	1981				
Publishing & media	1982	4,913,391	4,045,460	+867,931	+21.5
	1981				
Sporting & Leisure time equipment	1982	522,941	508,048	+14,893	+2.9
	1981				
Cigarettes	1982	5,464,325	8,705,156	−3,240,811	−37.2
	1981				
Cosmetics, makeup & manicure products	1982	146,562	105,669	+40,893	+38.7
	1981				
Airlines	1982	4,667,634	7,812,428	−3,144,794	−40.3
	1981				
Passenger cars-new	1982	7,653,700	5,039,006	+2,614,694	+51.9
	1981				

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The Washington Star ceased publication Aug. 7, 1981, and so, for comparability, has been excluded from this report.#

Source: Media Records Inc.

Newspaper spending for cars gains

New York—New passenger automobiles showed the largest percentage gain in newspaper advertising spending for July, a month when most categories either recorded declines or slight increases, according to the latest figures from Media Records.

Ad spending for new cars was up 52% to $7.7 million, while other top gainers included cosmetics, up 39% to $146,000; publishing and media, up 22% to $4.9 million, and radio, tv, phonographs and records, up 21% to $7.8 million.

Those categories showing the greatest declines were coffee and tea, down 60% to $116,000; airlines, down 40% to $4.7 million; cameras and photo supplies, down 40% to $359,000, and cigarets, down 37% to $5.5 million.

Over-all, nine of the 16 categories counted showed increases from the year before, while six recorded declines and one remained unchanged at no spending for the month.

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations covering 33 dailies and 25 Sunday editions in 14 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington.#

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Ad pages in farm publications for 9 months, 1982-1981

Third-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

	Pages			
	July-Sept. 1982	July-Sept. 1981	Jan.-Sept. 1982	Jan.-Sept. 1981
Canadian				
Country Guide:				
Eastern Edition #	111.4	126.9	444.1	465.3
National Edition #	180.2	212.3	800.8	780.6
Western Edition #	126.5	149.4	556.4	558.5
Average 3 Editions	139.4	162.9	600.4	601.5
Le Bulletin des Agriculteurs	169.0	181.0	671.0	664.0
Total Group	308.4	343.9	1,271.4	1,265.5
% change	−10.3%		+0.4%	
Dairy & livestock				
Beef Magazine A.	122.6	113.3	415.3	395.2
The Cattleman	342.6	376.4	1,050.1	1,073.9
Dairy	100.6	82.0	249.1	203.1
Dairy Herd Management	100.5	107.1	354.2	389.5
Drovers Journal (52x) A.	440.6	415.8	857.9	915.4
Farm Progress Hog Producer	28.2	22.7	72.3	168.0
Feedlot Management	68.3	84.9	201.8	241.1
Florida Cattleman	235.7	234.0	657.5	656.7
Hoards Dairyman (23x) A.	187.6	205.0	717.7	741.3
Hog Farm Management	89.6	102.5	324.3	388.1
Livestock Breeder Journal	323.8	349.6	727.8	810.9
National Hog Farmer	186.0	153.8	643.8	518.2
Pig American	50.3	84.2	175.2	246.3
Southern Beef Producer (8x)	—	—	—	—
Southern Hog Producer (6x) A.	28.2	22.7	72.3	168.0
Sunbelt Dairyman (6x)	—	—	—	—
Western Livestock Journal Weekly:				
Central Edition	—	—	—	—
Western Edition	—	—	—	—
Western Livestock Reporter (52x)	86.9	87.0	381.0	399.6
Total Group	2,391.5	2,436.0	6,900.0	7,305.3
% change	−1.8%		−5.8%	
Fruit & vegetable				
American Fruit Grower	115.5	134.2	395.7	429.7
American Vegetable Grower	205.3	186.9	516.3	483.3
Citrus & Vegetable Magazine	120.6	119.8	385.3	367.0
Florida Grower & Rancher	52.0	48.2	160.2	136.6
Total Group	493.4	489.1	1,457.5	1,416.6
% change	+0.8%		+2.8%	
General farm publications				
American Agriculturist	82.6	98.4	292.5	337.9
Big Farmer (11x)	17.9	21.9	91.3	114.8
California Farmer (21x) A.	136.0	133.6	630.2	610.2
Farm Futures A.	30.4	41.6	156.8	208.4
Farm Industry News (10x)	48.7	67.0	320.3	301.7
Farm Journal (14x)	86.4	93.2	610.1	593.5
Farm Money Management (6x)	16.3	26.2	69.9	90.8
Farmer-Stockman Unit:				
Oklahoma Farmer-Stockman	39.6	41.8	148.8	139.3
Texas Farmer-Stockman	31.0	27.9	119.6	125.7
Harvest Publishing Unit:				
Kansas Farmer (21x)	131.6	131.9	564.3	607.2
Michigan Farmer (21x)	154.9	142.8	598.9	591.1
Missouri Ruralist (21x)	125.7	137.7	643.1	664.5
Ohio Farmer (21x)	215.5	228.4	869.5	862.1
Pennsylvania Farmer (21x)	115.4	141.0	492.3	528.9
High Plains Journal:				
Colorado	536.9	548.5	1,804.0	1,803.7
Eastern Kansas (52x)	556.3	557.0	1,825.0	1,808.4
Nebraska	539.5	540.6	1,776.4	1,774.1
Oklahoma-Texas	530.6	548.0	1,809.8	1,804.1
Western Kansas	601.3	598.9	1,978.8	1,960.1
Irrigation Age (10x) A.	34.4	65.7	203.1	283.3
Kentucky Farmer	40.7	39.9	302.8	245.5
Lancaster Farming (52x)	1,154.0	1,077.9	3,617.5	3,755.9
Midwest Farm Paper Unit:				
The Farmer	245.0	260.0	1,031.4	1,068.6
Nebraska Farmer	359.0	411.7	1,160.6	1,277.2
Prairie Farmer A.	370.5	455.8	1,188.5	1,307.1
Wallaces Farmer (24x) A.	279.6	263.2	1,044.2	1,023.0
Wisconsin Agriculturist (24x)	206.4	213.1	754.9	769.7
Northwest Unit Farm Magazines: (24x)				
Idaho Farmer-Stockman	101.2	114.6	530.2	600.7
Montana Farmer-Stockman	159.7	184.7	736.3	833.3
Oregon Farmer-Stockman	95.1	100.4	416.5	477.5
Utah Farmer-Stockman	71.9	80.6	358.6	413.0
Washington Farmer-Stockman	101.8	111.4	457.4	514.0
Pecan South (6x)	27.8	13.8	76.7	74.3
Progressive Farmer A.	126.1	137.8	337.5	349.5
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	—	—	—	—
Peanut Farmer (8x)	17.1	19.5	7,284.6	8,307.0
Successful Farming A.	83.9	95.0	578.7	618.1
Tennessee Farmer	26.1	25.8	144.6	126.3
Western Unit Farm Magazines:				
Arizona Farmer-Ranchman	80.7	125.7	321.2	387.9
Colorado Rancher & Farmer	92.9	100.9	345.3	372.2
Total Group	7,674.5	8,021.9	35,607.8	37,728.6
% change	−4.3%		−5.6%	
Poultry				
Broiler Industry	120.2	123.4	391.0	433.2
Poultry Digest	56.4	77.3	211.0	264.8
Poultry Tribune	73.6	97.2	251.5	311.8
Poultry & Egg News:				
Poultry Times:				
Southeast Edition	71.5	78.3	325.5	377.3
Southwest Edition	65.0	64.8	238.1	273.8
Northwest/Midwest	37.5	29.4	172.9	166.4
Pacific Edition	33.2	26.4	139.3	139.7
Poultry & Egg Mktg.	46.0	40.3	2,393.0	2,177.0
Total Group	505.4	537.1	4,122.3	4,144.0
% change	−5.9%		−0.5%	

(x) Represents number of times published each year. A. Sectional linage included but prorated to circulation of regional editions. # Not included in totals.

Yankee Group foresees video shopping arcades

By SUSAN SPILLMAN

NEW YORK—As early as next year, Valley Girls hanging out at the local shopping malls simultaneously may be indulging in two of their favorite obsessions—shopping and videogames.

That concept, currently in prototype form, may well appear in retail locations by 1983, said Mark Kriss, research manager for The Yankee Group, a Boston-based think tank.

Though not exclusively aimed at the trendy teen agers, video shopping arcades will provide entertaining and straightforward product information at a lower cost to retailers, Mr. Kriss said at a Yankee Group seminar here, called "The Home Talks Back," in which the future of interactive technologies was discussed.

Mr. Kriss envisions that video shopping arcades placed in shopping malls, airports, hotels and other high-traffic locations eventually will provide consumers with complete assistance in selecting and purchasing all sorts of products from the latest fashions to European vacations.

Already, technology exists that will enable a customer looking for a birthday gift, for example, to press a video terminal button and access a list of product categories, call up a video demonstration and get information about any item.

According to Mr. Kriss, at some point next year, BuyVideo, a Sunnyvale, Cal.-based venture that makes such a terminal, expects its video shopping computer to be available in public locations during the first quarter of next year.

This Christmas, Atari will be using a similar method to push its line of personal computer products. Atari's ERIC system, consisting of a 72-in. screen and color monitor, will be installed in J.C. Penney and Sears stores this fall. Sensors will cause the system to begin chatting with a customer as soon as he or she approaches. A series of questions will pop up on the screen to help the customer determine his or her needs. For example, the system might ask, "Are you interested in programing music?" If the customer responds positively, the display will illustrate Atari's capabilities in this area. The ERIC system, however, will not permit customers to charge products over the terminal.

Computer software retailers are likely to be the first to introduce video shopping terminals to the masses because their products are so compatible with the technology and their customers are already familiar with it, Mr. Kriss said. However, a company like American Express is a likely candidate to use such a system to sell vacations at its travel bureaus, he added.

Another business poised to cash in on the $8 billion video arcade boom are state lotteries. Mr. Kriss believes video lottery machines may represent the next generation of revenue-raising products for state lotteries and predicted that such terminals will be available in at least one of the 15 lottery states within 12 months. Widespread availablilty, he added, would occur over the next five years. Companies already developing video lottery terminals include Scientific Games Inc., a subsidiary of Bally Midway; International Game Technology, Syntech International and Omega Products.

Lotteries and all forms of legal betting have been experiencing hefty profits in their own right. Combined revenues from racetrack, off-track casinos and public lotteries reached $23.8 billion last year and represent an area that cable tv stands to capitalize on as well. Sports betting via cable represents a logical evolutionary step for the medium and can lay the groundwork for other teletransactional services such as bill paying, funds transfers and stock or bond transactions, he said.

Telephone horse betting now is legal in two of the 29 states that have horse racing. And in one of those states, Kentucky, track owners have made a winning pair out of phone betting and cable. Louisville Downs established the Kentucky Entertainment Network last summer that features live televised harness races over two cable systems reaching 90,000 homes. Subscribers open accounts at the track and can call in their bets just before the race. Already 4,000 cable viewers have active accounts and the track averages 600 cable bettors per night. Cable viewers are responsible for about 15% of the track's revenues.

"The videogame industry is laying the foundation for transactional services of every kind," said Mr. Kriss. "They are going to provide a lot of money for many companies, but entertainment will be the key to introducing new services."

BAR/ADVERTISING AGE NEW TV PRODUCTS BULLETIN

For Period August 30, 1982, through September 27, 1982

Brand and product Parent company	Region Monitored
Atlantic magazine Boston Properties	Cable tv
Rainbow vacuum cleaner Kidde Inc.	West Central
Score hair cream Bristol-Myers	Cable tv
U.S. Games video cartridges Quaker Oats Co.	East Central
Lifestage vitamins Richardson-Vicks	Southeast
Compound W wart remedy—gel American Home Products	New England
Faultless baby powder Faultless Starch/Bon Ami Co.	Southwest
Head & Chest cold remedy Procter & Gamble Co.	Network tv
Kraft Salad Bar toppings Dart & Kraft	Southwest
Sun Season salad specialties Dart & Kraft	Pacific
"USA Today" newspaper Gannett Co.	Mid-Atlantic
Boyer candy bars American Maize Products	East Central
Cameron men's fragrance Gulf & Western	Network tv
Exelle lip makeup A. H. Robins Co.	Mid-Atlantic
Sober-Up mineral supplement Sober-Up Inc.	Pacific States
Corkers wine spritzer Seagrams Co.	New England
Dura Soft contact lens Schering-Plough	Pacific
Mitsubishi autos/trucks Mitsubishi Motor Sales	Pacific

Monitored off the air by Broadcast Advertisers Reports, 500 Fifth Ave., New York 10036. For transcripts and schedule information call Marion Dempsey at (212) 221-2632. Note: These are selected products from BAR monitoring that are either new to tv or have returned to tv after at least 15 months of no monitored activity.

Magazine revenue up despite ad drop

By STUART J. ELLIOTT

NEW YORK—Magazine revenues rose 6.7% through the first nine months of this year, according to Publishers Information Bureau figures, though ad pages fell 1.1% (AA, Oct. 18).

And *Business Week* retained its hold on the No. 1 spot in ad pages from January through September, despite a drop in its margin.

The PIB member magazines had revenues of $2.39 billion in the first three quarters of this year, compared with $2.24 billion in the same period last year. Ad pages totaled 85,844, compared with 86,758 for the same period a year earlier.

In September, revenues increased 6.8% to $307.4 million. Ad pages declined 1.9% to 11,403.

Of the dozen magazines with the most ad pages so far this year, just four carried more pages than they did during January to September, 1981. The others posted declines.

Business Week led the list with January to September ad pages of 3,161, down 6.7% from the corresponding 1981 period. *The New Yorker* followed with 2,633, down 3.4%. Thus, the *Business Week* lead over *The New Yorker* dropped to 528 pages, a decline of 20.2%.

The rest of the top dozen: *TV Guide*, 2,570, up 1.6%; *People*, 2,419, down 1.1%; *Forbes*, 2,019, up 4.6%; *Vogue*, 1,899, up 6.4%; *Sports Illustrated*, 1,895, down 4.6%.

Also, *Newsweek*, 1,865, down 14.4%; *Time*, 1,807, down 7%; *Fortune*, 1,797, down 0.1%; *New York*, 1,681, up 10.5%, and *Cosmopolitan*, 1,656, down 2.9%.

Among the "Seven Sisters" women's books, only one, *Family Circle*, gained pages; up 3% to 1,218. The largest percentage decline was felt by *Ladies' Home Journal*, which dropped 13.6% to 643.

The rest of this category: *Better Homes and Gardens*, 988, down 4.1%; *Good Housekeeping*, 1,403, down 1.6%; *McCall's*, 721, down 12.5%; *Redbook*, 773, down 8.3%, and *Woman's Day*, 1,014, down 2%.

Several magazines enjoyed double-digit percentage gains in ad pages, including: *Us*, up 42%; *Working Woman*, up 31.1%; *Working Mother*, up 19.7%; *Sporting News*, up 14.8%; *Discover*, up 13.3%, and *Black Enterprise*, up 13.2%.

Several suffered double-digit percentage declines, such as: *Industry Week*, down 17.1%; *Reader's Digest*, down 13.1%; *Nation's Business*, down 13%, and *Life*, down 12.6%.#

Civilized brand of football

(Continued from Page 60)

to handle a rape case. This victim was a child who knew her assailant but couldn't bear to look at him in the courtroom without going into hysterics.

Having lost that tough case to a legal aid attorney to whom she is attracted, Ms. Farreli moved on to prosecute her first murder case. Jed Carter (played by Dennis Lipscomb), a parolee who has written a book, is accused of killing a waiter in an alleyway in an argument over an unsatisfactory meal.

This part of the script is based on an actual case that made the headlines in New York not so long ago after novelist Norman Mailer befriended writer-prisoner Jack Abbott.

Ms. Harper as Liz Farrell, Eugene Roche as the district attorney whom his young assistants revere, and Mr. Lipscomb as the ice-cold, unrepentant killer, in particular, were excellent. The New York streets and court scenes provided a touch of reality as did many of the minor characters.

If I were voting at NBC, I would give the Harper-Silverman team a series order so Ms. Farrell and her associates can be ready to come in as a substitute when the inevitable fallout starts in the 1982-83 prime-time lineup.#

Tech relocates offices

DALLAS—Tech Communications has moved to 4455 LBJ Freeway, 75234.

In light of your extraordinary achievement, this year's sales merit certificate is on Classic® Cover.
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September top ads in awareness by industry

(% of responses)

Airlines	
1. United	15.2
2. Eastern	12.4
3. American	6.5
Beer	
1. Miller	16.0
2. Budweiser	14.8
3. Coors	7.7
Breakfast foods	
1. Kellogg's	7.8
2. Cheerios	4.5
3. Wheaties	3.1
Cameras & equipment	
1. Kodak	26.4
2. Canon	13.4
3. Polaroid	5.4
Cars & trucks	
1. Ford	14.0
2. Toyota	11.0
3. Chevrolet	10.5
Coffee & tea	
1. *Maxwell House*	15.7
2. Folger's	12.1
3. Sanka	11.8
Cosmetics & fragrances	
1. Maybelline	3.8
2. Avon	3.7
3. Estee Lauder	3.0
Fast-food restaurants	
1. McDonald's	45.6
2. Burger King	8.4
3. Wendy's	4.4
Gum & candy	
1. Wrigley	8.3
2. Doublemint	5.6
3. Trident	4.8
Home electronics	
1. Atari	19.4
2. Intellivision	4.1
3. Sony	3.3
Laundry products	
1. Tide	18.3
2. Cheer	4.9
3. Solo	3.4
Medicine & drugs	
1. Tylenol	19.8
2. Anacin	8.8
3. Bayer	6.8
Packaged, canned, frozen foods	
1. Birds Eye	5.9
2. Stouffer's	4.3
3. Green Giant	3.1
Paper products	
1. Bounty	12.1
2. Charmin	10.8
3. Scott's	8.4
Soap & shampoo	
1. Prell	5.6
2. Ivory	5.2
3. Head & Shoulders	4.4
Personal toiletries/hygiene	
1. Charmin	6.4
2. Stayfree	2.9
3. Crest	2.5
Pet food	
1. *Kibbles 'n Bits*	7.1
2. Alpo	6.5
3. Purina	5.7
Soft drinks	
1. *Pepsi-Cola*	27.8
2. Coca-Cola	24.3
3. 7UP	7.0
Tobacco products	
1. Marlboro	7.6
2. Winston	4.7
3. Skoal	2.9
Wine & liquor	
1. Riunite	4.2
2. Paul Masson	3.4
3. Gallo	3.0

adWatch
September's Top 10

Rank September	Rank August		September % of responses
1.	1.	Coca-Cola	4.60
2.	2.	Pepsi-Cola	2.70
3.	5.	McDonald's	1.51
4.	3.	Miller	1.43
5.	4.	Budweiser	1.11
6.	—	Tide	.79
7.	—	Dr Pepper	.71
8. (tie)	7.	Kibbles 'n Bits	.48
8.	6	*Time* magazine	.48
10. (tie)	—	Crest	.40
10.	8.	Ford	.40
10.	8.	General Motors	.40
10.	—	Sears	.40

Source: SRI Research Center Inc., Lincoln, Neb.

Italicized brands indicate new category leaders this month.

Question (asked of 1,260 adults): Of all the ads for (category) you've read, seen or heard in the last month, which ad first comes to mind?

Kodak awareness soars on disc

(Continued from Page 3)

mind among all fast-food advertising by 45.6% of those questioned. That score continues to be the highest, by far, among all advertisers in the 20 categories monitored.

McDonald's advertising recently has highlighted a promotional game offering chances to win Atari videogames and home computers. Since January, McDonald's general-market advertising has been handled by Leo Burnett USA. Burnett's first full-fledged McDonald's campaign broke in late May.

In fast-food, No. 2 Burger King had an awareness score of 8.4% in September, up from 7.4%. Wendy's again was No. 3 with a 4.4% score, down from 6.4% in August.

Respondents in the September poll were interviewed by telephone from Sept. 1 through Sept. 21. That was before Burger King and agency JWT launched a controversial comparative campaign claiming its hamburgers are bigger and taste better than those of McDonald's.

McDonald's ranking in over-all top-of-mind awareness—not limited to a particular category—also improved in September, to No. 3 from No. 5 in August. Asked to name which advertising first came to mind of all they had read, seen or heard in the previous month, respondents identified McDonald's advertising 1.5% of the time, up from 0.96% in August.

■ Coca-Cola and Pepsi-Cola ranked first and second, respectively, in top-of-mind awareness for the sixth straight month. In industry awareness, however, Pepsi regained the top spot, capturing 27.8% of all responses to Coke's 24.3%.

New to the Top ten in September were Sears, Roebuck & Co. and Procter & Gamble's Crest toothpaste, which tied for No. 10 with Ford and General Motors.

Other September highlights:

In **pet food**, Quaker Oats' Kibbles 'n Bits was the new No. 1 in category awareness. It was the first time the relatively new brand had made the top three in its group.

In **beer**, Miller (including the Lite brand) was No. 1 for the third straight month. Miller had captured the top spot from Budweiser/Budweiser Light in June.

Maxwell House and Folger's continue to alternate as leaders in **coffee & tea**. In September, it was Maxwell House No. 1 again, with a score of 15.7%, to Folger's 12.1%.

Bounty posted a significant 4.1 point rise in **paper products**, and was No. 1 for the second straight month with a score of 12.1%, the highest so far in the category.

Atari, perhaps helped by its McDonald's tie-in, jumped 5.4 points to a 19.4% score in **home electronics**, giving it a commanding 15-point lead over No. 2 Intellivision, from Mattel.

Tylenol rose 3.2 points in **medicine & drugs** to a category-leading 19.8%, while No. 2 Anacin yielded some of its large August gain, dropping to 8.8% from 10.6%. No. 3 Bayer rose to 6.8% from 4.6%. The survey was concluded before seven deaths in the Chicago area were attributed to cyanide that had been put into Extra-Strength Tylenol capsules.#

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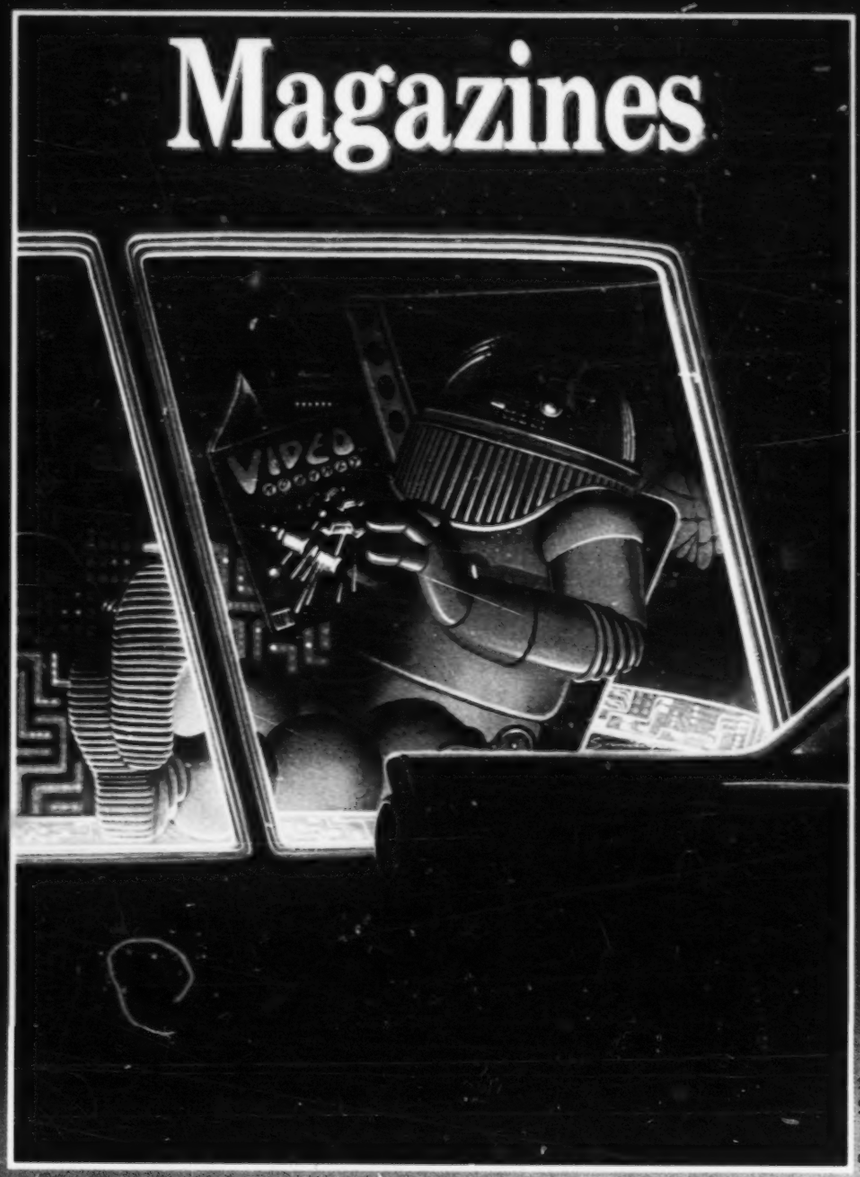
Shell tv spots introduce booklet about fire safety

HOUSTON—Shell introduced its 32nd answer book, "The Fire Safety Book," backed with a 30-second network tv spot. The effort coincided with National Fire Prevention Week. The spot, via Ogilvy & Mather, features a dramatic re-enactment of a house fire in which a family used the "safety crawl" to escape. The book will be in November issues of *Good Housekeeping* and *Reader's Digest* and is available in participating Shell stations.

Magazines



Raymond Smith

Of more than passing interests?

By B.G. Yovovich

Where do special-interest magazines go from here? Their achievements during the last decade certainly have been impressive. At the same time that industry giants with the names of *Life*, *Look* and *The Saturday Evening Post* were dying, and *Esquire* and the traditional women's books were having serious problems, a slew of new categories of special-interest magazines were springing into life and prospering: Dozens of city and regional magazines; science magazines; magazines for working women and for women executives; magazines for entrepreneurs, and magazines for small businessmen—not to mention hundreds of trade publications and titles aimed at other, even more highly specialized audiences.

But the 1980s give every indication of producing a very different kind of magazine environment, one in which the growth and prosperity of the 1970s could prove difficult to match. Many of the fastest-growing special-interest magazines of the 1970s are beginning to come up against the limits to growth that specialization generally implies. Competition within the magazine industry also seems to have sharpened, with new magazines finding it harder and harder to break into increasingly crowded newsstand and magazine racks.

Developments outside the magazine industry also are having their effects, including changes in consumer attitudes and life styles that threaten to erode support for some of the successes of the 1970s. And always on the horizon looms the challenge from narrowcast cable tv programs.

"The 1980s will be a period of shakeout and consolidation," predicts publishing consultant Christine D. Urban of Urban & Associates, a Sharon, Mass.-based company. "In the 1970s, the successful magazines simply had to take advantage of the growth. In the 1980s, the special-interest magazines will have to earn their growth."

Any discussion of the prospects for special-interest magazines in the 1980s has to begin with an examination of the forces that fostered their explosive growth in the 1970s. The production side, for example, saw two technological developments combine to play particularly important roles. On the one hand, advances in offset printing technology lowered the fixed costs of printing and made it easier for small circulation publications to survive.

At the same time, computer technology—especially the availability of computerized mailing lists that spurred the growth of the direct mail industry in the 1970s—helped make it easier and less expensive for publishers to identify potential subscribers for their special-interest magazines.

Special-interest publications also benefited from marketers' efforts to implement more precisely targeted marketing strategies. With their sharply defined audiences and their ability to produce detailed readership profiles through subscriber surveys, special-interest magazines were perfectly positioned to take advantage of advertisers' increased interest in getting more precise audience data—in sharp contrast to the difficulties that the broadcast media have had in trying to categorize and identify their audiences.

Finally, special-interest magazines also benefited from the multitude of social changes that occurred in the 1970s. The focus on self and the self-indulgent values connected with the much-heralded "Me Decade" created an environment that fostered a willingness among consumers to buy magazines that would enable them to pursue their hobbies and interests. The decade's cultural pluralism and the rise of a variety of new life styles—the growth in the number of women business executives, the increased interest in fitness and the heightened interest in science and technology—also created entirely new magazine audiences, and made possible the birth of entirely new categories of specialized magazines.

More recently, however, things have tightened up considerably and, maintains Ms. Urban, "Most of the factors [that contributed to growth] have reached their peak and stabilized."

For example, further technological improvements may promise additional reductions in production costs, but the economies realized are expected to be far less dramatic than those of the 1970s.

Recent trends in consumer interests, values and life styles also suggest a change from the heady growth of the 1970s and portend a new set of challenges. Take today's typical consumer. He or she exhibits a very different profile from the 1970s' large group of young, unmarried indi-

(Continued on Page M-60)

B.G. Yovovich is a Chicago-based business writer and frequent contributor to Magazine.

Specialization

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viduals who were experimenting with a variety of new hobbies and interests. In particular, with more working women and the ever-tightening time constraints faced by baby boom members starting families, special-interest magazines are facing more intense competition for readers' increasingly limited leisuretime.

Marcella Rosen, senior vp-media director with N W Ayer, points out that recent magazine research shows that the average consumer continues to buy the same number of magazines as in the past, but is spending less time with each one.

"If affluence grows," adds J. Kendrick Noble, a media analyst with Paine Webber, "the number of magazines bought per capita probably will grow, but people will become more specialized within the magazines that they buy, buying magazines not for the entire issue, but for specific articles" or features that they are especially interested in.

On the other hand, argues Ed Weiner, media director at Geers Gross, there were significant numbers of consumers in the 1970s "who read everything from *Field and Stream* to *Car and Driver* to *Stereo Review* to *Popular Photography* when they were trying to develop their personal interests.

After they've shopped around, they may discover that they "no longer are committed to four or five different interests" and are likely to cut down on the number of special-interest magazines that they buy.

"My definition of a true specialty magazine is one whose readers do what the magazine is about, like a *Popular Photography*," explains Harvard media researcher Benjamin M. Compaine, whose book "The Business of Consumer Magazines" was published earlier this year.

On the other hand, magazines like *Discover* and *Sports Illustrated*, whose readers do not directly participate in the subjects covered in the magazines, are what Mr. Compaine calls limited-interest publications."

"In the 1970s, the big growth was in specialty publications," says Mr. Compaine, but considering the anticipated continuation of time constraints, "perhaps the 1980s will turn out to see more growth in limited-audience publications."

One consequence of such a shift could be the increased vulnerability of such magazines to economic and social changes. Because consumers are generally less involved and less committed to subjects covered in limited-audience magazines (when compared with specialty magazines), "Most of the limited-audience magazines are heavily dependent on newsstand sales, and tend to be more of an impulse buy," points out Ms. Urban.

"Their sales tend to be more cyclical and more volatile, whereas real specialty magazines may have a smaller, narrower audience, but it is more committed to the publication," she said.

Experts also expect shifts in consumer life styles to spur changes in many of the relatively new special-interest publications.

"Look at what *Apartment Life* did when it changed to *Metropolitan Home*," points out Laurel Baer, vp-media director at Marsteller Inc. "Or take something like *Rolling Stone*. It started out relating to kids and what kids do, but as its audience got older and the kids weren't there, it had to change."

"A person can be part of a special-interest group for only a short time," adds Roger Baron, vp-media director at D'Arcy-MacManus & Masius, San Francisco. "How long are parents interested in how to change a baby? The greatest interest is when they have just had their first child.

"*Savvy* or other magazines that go to young women executives are of greatest interest to the woman who has just been promoted and is suddenly finding herself with management responsibility. These kinds of magazines are likely to have a lower level of loyalty than you might expect from a *New Yorker*, *Reader's Digest*, or even a women's service magazine that a person can live with for 20 years."

As a result, say some media experts, magazines that enjoyed prosperity during the 1970s by appealing to women who had just become junior executives may find it difficult to sustain their growth, as the demographics of the 1980s dictate a steady decline in the number of women moving into entry-level management positions.

Of course, changes in consumer life styles and interests in the 1980s are likely to spur creation of entirely new kinds of magazines.

"Take a woman who is 32 or 33, who has been working for 10 years and is a vp with Chase Manhattan, and now has decided to begin raising a family," says Mr. Weiner of Geers Gross. "She's had a radical change in her life style, and the big question is: How have her needs changed from when she was a fulltime career woman? What's going to make her feel good about herself?

"She now needs to know how she can pick schools for her children or daycare one or two days a week so that she can get out of the house or maybe do some parttime consulting work." And she is likely to find that existing magazines do not address her new needs and interests.

Media experts also see room in the near future for consumer-oriented magazines about computers, particularly publications that would provide a more layperson alternative to the buff-oriented computer magazines currently available.

At the same time that the audience environment is changing, there also are new advertising challenges facing special-interest magazines.

"Special-interest magazines have a deep but narrow audience segment, and it is easy for them to get boxed in and limited in the kind of advertising that they attract." says Ms. Urban. "If they can't break out of that box, it pretty much puts a cap on their growth."

According to Ms. Urban, publications like *Architectural Digest* whose readership profiles are distinctive and desirable to advertisers will be able to "break out of the box." After one gets past the few such exceptional publications, however, "you get down to 500 titles that offer pretty much the same thing."

"That explains why the smart magazine groups are trying to sell their magazines as a cluster," says Ms. Urban. "If you want to do more than just get the natural advertising that comes with the depth you offer in covering your narrow segment, then it behooves you to get together with other magazines that have depth in their own segments . . . [in order to get] more leverage with general advertisers.

"The network approach will become even more important in the 1980s."

Despite all the constraints and new challenges confronting special-interest magazines, there is good news for them as well. Demographics and increased consumer educational levels suggest increases in the population groups that traditionally have been the heaviest consumers of magazines. Most media observers also see the increased time constraints as working to their advantage when compared with the effects on other media.

"Tv is a non-self-selecting medium," points out Mr. Weiner. "You can't say, 'I don't want to watch the next 10 minutes, let's get on with it,' the way you can just skip pages in a magazine."

"One of the great advantages of magazines is their ability to communicate great amounts of detail about a subject and many facets of a subject," adds Roger Baron of D'Arcy-MacManus. "I don't see the broadcast media being able to offer the kind of in-depth coverage that the true hobbyist is going to want to get."

Special-interest magazines also should continue to benefit from "the long-term trend in society toward wanting special-interest information," says Mr. Noble of Paine Webber. "The trend can be traced back for centuries, and is the result of the increasing complexity of civilization and the increasing affluence of the population, which makes it possible for them to be able to afford to pay for useful information."

"The over-all outlook for specialty magazines over the decade of the 1980s is encouraging," concludes Mr. Compaine. "Magazines have proven their resilience in the face of changing life styles and competition. Theirs is a history of dynamism, and the long-term outlook for the industry is good."

Performance . . .

Total revenue leaders in selected Folio 400 categories
(Figures represent total revenues, in millions, in 1981)

Affluence	
Business Week	$159.0
Fortune	90.0
Forbes	74.2
The New Yorker	69.9
New York Times Magazine	69.8
Automotive	
Car & Driver	$23.7
Road & Track	22.9
Hot Rod	20.1
Motor Trend	18.0
Car Craft	10.0
Health & fitness	
Prevention	$38.2
Self	25.3
Health	10.9
Weight Watchers	9.4
Home service	
Better Homes and Gardens	$161.8
Southern Living	63.0
Sunset	47.4
House & Garden	40.4
Architectural Digest	39.3
Men's life style	
Playboy	$200.9
Penthouse	155.1
Oui	22.6
GQ	20.5
Esquire	16.8
Men's service	
Popular Mechanics	$38.6
Popular Science	37.0
Mechanix Illustrated	28.1
Family Handyman	13.4
Popular Electronics*	9.7
Outdoor	
Field & Stream	$39.7
Outdoor Life	28.2
Sports Afield	12.9
Guns and Ammo	10.1
Bassmaster	7.9
Sciences: General	
Scientific American	$34.1
Omni	29.8
Discover	18.0
Science 82	12.6
Science Digest	10.9
Sports	
Sports Illustrated	$229.9
Golf Digest	28.4
Sporting News	19.4
Golf	18.8
Sport	17.3
Women's fashion	
Glamour	$79.2
Vogue	68.4
Mademoiselle	39.7
Harper's Bazaar	25.6
W	12.7
Women's life style	
Cosmopolitan	$121.6
Glamour	79.2
Vogue	68.4
Mademoiselle	39.7
Self	25.2
Women's service	
Family Circle	$174.6
Good Housekeeping	166.4
Better Homes and Gardens	161.8
Woman's Day	159.3
McCall's	126.6

*Popular Electronics will change its name to Computers & Electronics in November.

Source: Folio 400. Total revenues defined as ad revenues added to circulation revenues.

. . . and growth

Total revenue growth leaders in selected Folio 400 categories
(Percentages represent change from 1980 to 1981)

Affluence	
Town & Country	44.3%
Architectural Digest	41.3
Cuisine	38.3
W	35.5
Money	32.8
Automotive	
AutoWeek	32.6%
4-Wheel & Off Road	27.4
Road & Track	10.7
Car Craft	10.0
Motor Trend	8.2
Health & fitness	
Health	47.0%
Self	30.1
Weight Watchers	5.3
Prevention	−0.5
Home service	
New Shelter	41.4%
Architectural Digest	41.3
Country Living	38.7
Colonial Homes	33.7
Home	32.2
Men's life style	
GQ	36.3%
Esquire	8.4
Playboy	0.2
Penthouse	−4.6
Oui	−9.4
Men's service	
New Shelter	41.4%
Popular Mechanics	7.4
Family Handyman	5.9
Mechanix Illustrated	5.9
Popular Electronics*	4.9
Outdoor	
Bassmaster	36.7%
Shooting Times	15.0
Petersen's Hunting	11.8
Field & Stream	10.4
Guns and Ammo	5.6
Sciences: General	
Discover	403.4%
Science 82	179.0
Audubon	22.7
Natural History	21.9
Spectrum	16.3
Sports	
Inside Sports	22.6%
Golf Digest	19.5
Tennis	18.8
Golf	17.5
Sports Illustrated	17.2
Women's fashion	
W	35.5%
Vogue	30.0
Glamour	24.3
Harper's Bazaar	23.9
Mademoiselle	22.3
Women's life style	
Town & Country	44.3%
Working Woman	41.5
Working Mother	38.5
W	35.5
Self	30.1
Women's service	
Working Mother	38.5%
Self	30.1
Parents	19.6
Good Housekeeping	10.9
New Woman	8.4

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Source: Folio 400. Total revenue defined as ad revenue added to circulation revenue.

Coming

Next week Advertising Age Magazine focuses on Retail Marketing.